



Division of Student Affairs

Dear colleagues and friends,

As the 2023-24 academic year comes to a close, I want to take a moment to express my deepest gratitude and admiration for the remarkable work that has taken place across our campus. This year has been a testament to the dedication and passion of our team, and I am proud to acknowledge the significant contributions that have made this year so successful.

Our team's flexibility has been exemplary, adapting to new challenges and continuously finding innovative ways to support our students. Whether it was navigating unexpected changes or implementing new programs, their ability to pivot and remain committed to our mission has been inspiring.

The student-focused approach that defines our campus community has once again been at the forefront of our efforts. Our unwavering commitment to placing students at the center of everything we do has created an environment where transformative learning experiences thrive. Through this dedication, our students have had the opportunity to engage in meaningful and impactful activities that will shape their futures.

I am particularly proud of the intentional engagement with our students. The efforts to create opportunities for active involvement have led to deeper connections and a more enriched educational experience for everyone involved. By intentionally engaging students, we have helped them develop critical skills and build lasting relationships.

As we reflect on this year, it is clear that the work we do at Arkansas Tech University is more than just a job – it is a commitment to nurturing and developing the potential of every student. The Student Affairs team's hard work and dedication have not gone unnoticed, and I am incredibly grateful for everything they have done to make this year a success.

Thank you for your continued dedication to our students and to Arkansas Tech University. I look forward to seeing what we will accomplish together in the coming year.
Fight on!

A handwritten signature in green ink that reads 'Keegan Nichols'.

Dr. Keegan Nichols
Vice President for Student Affairs





HEALTH AND WELLNESS CENTER

A pilot program was launched offering medical services to faculty and staff.

All counselors received specialized training in trauma treatment.

ADMISSIONS

ATU was recently named a LULAC destination campus.

Admissions offered Spanish-speaking tours during major visit days, attended at least one bilingual recruitment event, and promoted a webinar in Spanish to help students complete the FAFSA.

Average application processing time:

Russellville: 2 days for Freshmen,

1.5 days for Returners,

1 day for Transfer Students

Ozark: 6.5 days for Freshmen,

9 days for Returners,

8.5 days for Transfer Students

FINANCIAL AID

Course Program of Study (CPoS) was implemented in March 2024 to ensure students' courses align with their degree requirements.

FRATERNITY AND SORORITY LIFE

ATU's first Latina sorority colony, Sigma Iota Alpha, was established.

STUDENT UNION

A Student Union Advisory Board was established with 13 students from various areas including fraternity and sorority life, student activities board, student government association, and campus recreation. This group held a town hall meeting to obtain student input on reducing the square footage of the Union redesign. The group took the feedback and presented it to the architects and upper administration to make the best decisions for students.

A \$500,000 endowment was created by Jimmy and Cindi Ferguson for the Division of Student Affairs to serve students. They generously donated an additional \$20,000 to assist student travel for 2024-25.

STUDENT CONDUCT

A new Student Code of Conduct was introduced and is compliant with Act 470.

MARCOMM

The new atu.edu website was launched.

Translation software for Spanish and English was implemented to make the website more accessible.

MULTICULTURAL STUDENT SERVICES

The Academic Enhancement Center was established with free access to computers, printers, and whiteboards for students to utilize.



BY THE NUMBERS

RECRUITMENT EVENTS

276

high school visits conducted

RECRUITMENT EVENTS

86

high school college fairs attended

RECRUITMENT EVENTS

16

transfer school visits conducted

RECRUITMENT EVENTS

23

transfer fairs attended

RECRUITMENT EVENTS

97

signing days/award ceremonies attended

PROSPECTIVE STUDENTS

126

attended Saturday Showcase

PROSPECTIVE STUDENTS

660+

attended Time Out for Tech

PROSPECTIVE STUDENTS

240+

attended Level Up

APPLICATIONS

3,710

undergraduate admissions decision

APPLICATIONS

625

concurrent admissions decisions

CAMPUS TOURS

411

individual prospective students toured

CAMPUS TOURS

892

parents/guardians toured

CAMPUS TOURS

63

group tours conducted

CAMPUS TOURS

2,434

prospective students toured with a group

SCHOLARSHIPS

2,205

freshmen academic scholarship offers extended

SCHOLARSHIPS

1,092

freshmen scholarship awards accepted

SCHOLARSHIPS

93.33%

Spring 2024 Transfer Scholarships accepted

SCHOLARSHIPS

\$2,606,000+

awarded in academic scholarships to incoming Fall 2024 first-time freshmen

SCHOLARSHIPS

75.68%

Fall 2024 Transfer Scholarships accepted

BY THE NUMBERS

HEALTH AND WELLNESS

5,853

overall HWC visits

HEALTH AND WELLNESS

150

faculty/staff medical visits

HEALTH AND WELLNESS

97%

of patients were able to see a nurse on the day they requested

HEALTH AND WELLNESS

98%

of students reported their counselor was supportive and caring

FIGHT ON FUND

\$2,645

was awarded to students in emergency crises (house fires, job loss, family sickness)

FINANCIAL AID

95.7%

of FAFSAs on file for all scholarship recipients by the first day of class in August 2023

MARCOMM

5

national digital education awards won

MARCOMM

200+

events photographed and documented

2024 ATU SOCIAL MEDIA GROWTH

2.14%

Twitter

2024 ATU SOCIAL MEDIA GROWTH

6.43%

YouTube

2024 ATU SOCIAL MEDIA GROWTH

3.16%

LinkedIn

2024 ATU SOCIAL MEDIA GROWTH

7.13%

Instagram

2024 ATU SOCIAL MEDIA GROWTH

12.01%

Facebook

2024 ATU SOCIAL MEDIA GROWTH

7.29%

Total Growth

RESIDENCE LIFE

2,198

unique check-ins for programs

RESIDENCE LIFE

96.2%

of residents rated move-in day as positive

RESIDENCE LIFE

1,708

impactful conversations

TESTING & DISABILITY SERVICES

407

students used accommodations

TESTING & DISABILITY SERVICES

1,008

accommodated exams administered

TESTING & DISABILITY SERVICES

137

Praxis exams given

BY THE NUMBERS

TESTING & DISABILITY SERVICES

215

Accuplacer sessions administered

TESTING & DISABILITY SERVICES

12

pregnant or parenting students served under Title IX

TESTING & DISABILITY SERVICES

87%

of students reported high satisfaction with testing center facility and services

NORMAN CAREER SERVICES

47

events hosted for 2023-24

NORMAN CAREER SERVICES

6

career fairs hosted with a total student attendance of 817

STURGIS ACADEMIC ADVISING

4,450+

advising appointments

CAMPUS RECREATION

246

outdoor rec equipment rentals

CAMPUS RECREATION

7,473

intramural participants

CIVIC ENGAGEMENT & STUDENT LEADERSHIP

202

volunteers for Green & Gold Give Back

CIVIC ENGAGEMENT & STUDENT LEADERSHIP

12,911

service hours logged

CIVIC ENGAGEMENT & STUDENT LEADERSHIP

41

students earned the service excellence award

CIVIC ENGAGEMENT & STUDENT LEADERSHIP

41%

growth in freshman leadership experience

FRATERNITY & SORORITY LIFE

9%

of student body is a member of Greek Life

FRATERNITY & SORORITY LIFE

3,384

service hours completed

FRATERNITY & SORORITY LIFE

\$18,500

raised for philanthropy

STUDENT ORGANIZATIONS

9.48%

growth of advisor participation through in-person trainings

STUDENT CONDUCT

125

conduct cases adjudicated

STUDENT CONDUCT

12

formal hearings held by Conduct Board

STUDENT CONDUCT

381

Campus Safety Questions applications processed, approved 185, denied 4

STUDENT CONDUCT

511

Traffic and Parking appeals reviewed, denied 316, approved 191, undecided 4